



# MELODY LOWE

copywriter | blogger | topo chico lover

## CONTACT

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281-881-3815  
@MustacheMelrose

## SKILLS

Copywriting  
Editing  
SEO  
Blogging  
Wordpress  
CMS  
Eating Cheese  
Microsoft Office  
Adobe Photoshop  
Brand Development  
Social Media  
DSLR Photography  
Jira  
Confluence  
Basecamp  
Agile

## EDUCATION

BA, Journalism & PR  
Minor in Spanish  
University of North Texas

## WORK EXPERIENCE

### DIGITAL COPYWRITER

Drumroll | Feb 2016 – June 2017

- Wrote creative, clear and compelling copy for social media, websites, emails, headlines, CTAs scripts & presentation decks
- Collaborated with other creatives to develop concepts and present to clients

### BLOGGER, DESIGNER, EDITOR, PHOTOGRAPHER

MustacheMelrose.com | Oct 2014 – Present

- Launched a lifestyle website about style, travel & home décor
- Writes & publishes compelling copy
- Snaps & edits photos using DSLR, iPhoto & Photoshop
- Designs posts using Photoshop
- Customizes Wordpress site with light HTML
- Promotes posts on Facebook, Twitter, Instagram & Pinterest

### SENIOR COPYWRITER & MARKETING MANAGER

Green Dot (GoBank.com) | Mar 2012 - Feb 2016

- Created style, tone & brand personality for GoBank
- Crafted copy for website and mobile apps, marketing emails, social media & YouTube video scripts
- Led all copy through stakeholder, legal, compliance & regulatory approvals
- Worked with clients like Project Runway, Uber, Turbo Tax & Barnes & Noble to create & support marketing campaigns.

BUT WAIT, THERE'S MORE... ->



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## INTERESTS

My rescue dog/BFF,  
Jake the Dog

Traveling & exploring  
new places

Good food, good wine,  
good people

Bar Method

## FAVORITE TACO

The Otto  
Taco Deli  
Austin, Texas

## FAVORITE DRINKS

La Piña  
Bar Amá  
DTLA, CA

Dirty Harry  
Culver Hotel  
Culver City, CA

## WORK EXPERIENCE (CONTINUED)

### COMMUNITY MANAGER

Loopt (Acquired by Green Dot.) | May 2011 - Mar 2012

- Wrote weekly newsletters for Austin, Houston & Dallas
- Managed social media presence for each city
- Created sponsorship & marketing opportunities for newsletters
- Introduced app to community by meeting with local business owners
- Interacted with community at events to bring in new users and newsletter subscribers

### BLOGGER & EDITOR

NBC Universal (TheFeast.com) | Nov 2010 - May 2011

- Launched multi-city local lifestyle website & loaded the site with content using CMS
- Wrote and published multiple daily slideshows, event wrap-ups & posts
- Filmed and edited & photos after interviewing local tastemakers

### COMMUNITY MANAGER

Yelp | July 2008 - August 2009

- Introduced site to new city by meeting with local media, business owners & target audience
- Wrote daily reviews & weekly newsletters
- Led successful marketing campaigns that brought in new contributors & tripled newsletter subscribers
- Encouraged & grew online community resulting in a vibrant group of active reviewers
- Hosted & planned spectacular events including booking venues and managing budgets, timelines & on-site logistics
- Blogged national editorial & event photo wrap-ups